

## PATENT COOPERATION TREATY

## PCT

## INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference PRNW-114-PCT	<b>FOR FURTHER ACTION</b>	see Form PCT/ISA/220 as well as, where applicable, item 5 below
International application No. PCT/US04/08924	International filing date (day/month/year) 24 March 2004 (24.03.2004)	(Earliest) Priority Date (day/month/year) 25 March 2003 (25.03.2003)
Applicant PREDICTIVE MEDIA CORPORATION		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of 3 sheets.



It is also accompanied by a copy of each prior art document cited in this report.

**1. Basis of the Report**

- a. With regard to the language, the international search was carried out on the basis of the international application in the language in which it was filed, unless otherwise indicated under this item.
  - The international search was carried out on the basis of a translation of the international application furnished to this Authority (Rule 23.1(b)).
- b.  With regard to any nucleotide and/or amino acid sequence disclosed in the international application, see Box No. I.
- 2.  Certain claims were found unsearchable (See Box No. II)
- 3.  Unity of invention is lacking (See Box No. III)
- 4. With regard to the title,
  - the text is approved as submitted by the applicant.
  - the text has been established by this Authority to read as follows:

5. With regard to the abstract,

- the text is approved as submitted by the applicant.
- the text has been established, according to Rule 38.2(b), by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the drawings,

- a. the figure of the drawings to be published with the abstract is Figure No. 1
  - as suggested by the applicant.
  - as selected by this Authority, because the applicant failed to suggest a figure.
  - as selected by this Authority, because this figure better characterizes the invention.
- b.  none of the figures is to be published with the abstract.

**INTERNATIONAL SEARCH REPORT**

International application No.

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**Box IV TEXT OF THE ABSTRACT (Continuation of Item 5 of the first sheet)**

The technical features mentioned in the abstract do not include a reference sign between parentheses (PCT Rule 8.1(d)).

The abstract is too long (PCT Rule 8.1(b)). The abstract must be less than 150 words, or 200 words when no figure is to be published.

**NEW ABSTRACT**

The present invention is directed to generating audience analytics that includes providing a database containing a plurality of user input pattern profiles representing the group of users of a terminal device, in which each user of the group is associated with one of the plurality of user input pattern profiles (102). A clickstream algorithm, tracking algorithm, neural network, Bayes classifier algorithm, or affinity-day part algorithm can be used to generate the user input pattern profiles (106). Each user input pattern profile is compared against the plurality of biometric behavior models to match each user input pattern profile with one of the biometric behavior models such that each user input pattern profile is correlated with one demographic type (116). Audience analytics are then based upon the identified demographic types (118).

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International application No

PCT/US04/08924

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60  
 US CL : 705/10

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)  
 U.S. : 705/10

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
 East, Proquest

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	Frook, John Evan. Web Add-On Helps Identify Site Visitors. CommunicationsWeek. Manhasset: Oct 30, 1995, pg. 27 from proquest	1-42
A	CacheFlow Delivers eIQ Content-Smart Delivery Architecture. Business Wire. New York: Feb 12, 2001, from Proquest, page 2	1-42
Y	US 5,848,396 (Gerace) 8 December 1998, abstract; column 4, lines 11-47; column 6, lines 1-12	1-42
Y	US20010049620 (Blasko, John P) 6 December 2001, abstract; paragraphs 0042, 0043, 0047, 0048,	1-42

 Further documents are listed in the continuation of Box C. See patent family annex.

## Special categories of cited documents:

- "A" document defining the general state of the art which is not considered to be of particular relevance
  - "E" earlier application or patent published on or after the international filing date
  - "L" document which may throw doubt on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
  - "O" document referring to an oral disclosure, use, exhibition or other means
  - "P" document published prior to the international filing date but later than the priority date claimed
- "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- "X" document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
- "V" document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
- "&" document member of the same patent family

Date of the actual completion of the international search

29 October 2004 (29.10.2004)

Date of mailing of the international search report

28 DEC 2004

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